

Muhammad Saad

Senior UX/UI Designer

 [View My Portfolio →](#)

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SUMMARY

Senior UX/UI designer with strong experience in UX research, interaction design, and modern UI systems. Skilled in simplifying complex workflows, improving usability, and building scalable design systems for web, mobile, defense-grade platforms, and SaaS products. Known for turning ambiguous requirements into structured user journeys, clear interfaces, and development-ready designs.

EXPERIENCE

Rapidev Pvt. Ltd. | Senior UX/UI Designer

2025 - Current

- ◆ Designed end-to-end UX/UI for OSINT intelligence platforms with structured workflows for real-time data analysis.
- ◆ Built tablet-based interfaces for IBMS used in military tanks for strategy, surveillance, and situational awareness.
- ◆ Developed a reusable design system that improved consistency and speed across products.
- ◆ Collaborated with engineers to validate interactions and ensure accurate implementation on defense-grade devices.

APIMatic.io | Senior Product Designer

2020 - 2025

- ◆ Led UX/UI for the Developer Experience Portal, improving onboarding completion by **30.38** percent and retention by **73.33** percent.
- ◆ Designed the API Copilot (AI), Analytics Dashboard, API Editor, SDK Widget, Code Validator, and Guided Walkthroughs.
- ◆ Built a complete Atomic Design System with tokens, components, accessibility standards, and usage guidelines.
- ◆ Used Mixpanel and Microsoft Clarity to inform decisions for global users across **178** plus countries, serving clients like PayPal, Worldpay, Verizon, and PostNL.

Synergy-IT | Senior UX Designer

2018 - 2020

- ◆ Improved SpeekIO onboarding, increasing activation by **25** percent and reducing onboarding time by **15** percent.
- ◆ Built a scalable design system for CubiVue mobile app to improve consistency and handoff efficiency.
- ◆ Delivered HTML/CSS for enterprise portals, reducing QA issues by **20** percent and improving cross-browser stability.
- ◆ Supported SaaS implementations with a **25** percent boost in design accuracy and **10** percent faster development.

Ibex Group of Companies | Apps Design Specialist

2017 - 2018

- ◆ Designed mobile and web interfaces that raised user satisfaction scores by **20** percent.
- ◆ Produced wireframes, mockups, and concept documents that reduced approval time by **30** percent.
- ◆ Worked with product and engineering teams to deliver cross-platform UX in agile cycles.

CORE SKILLS

UX: Design Strategy, User Research, Wireframing, Information Architecture, Prototyping, Usability Testing, Journey Mapping

UI: Design Systems, Atomic Design, Components, Accessibility, Responsive UI, Dashboards, Micro-interactions

Tools: Figma, Adobe XD, HTML/CSS, Bootstrap, WordPress, Mixpanel, Microsoft Clarity, GitHub, HubSpot

Domains: OSINT, Developer Experience, APIs, Marketing, Fintech, SaaS, Enterprise Web Apps, Mobile Apps

CERTIFICATIONS

[The Interaction Design Foundation](#)

Design Thinking: The Beginner's Guide | Human-Computer Interaction HCI | UI Design Patterns for Successful Software | Mobile UX Design | Information Visualization: Getting Dashboards Right | Dynamic User Experience: Design and Usability | The Ultimate Guide to Visual Perception and Design

EDUCATION

◆ MSc. Project Management | UET Taxila
2016

◆ BS Computer Science | Iqra University ISB
2011